

ALCOHOLISM COUNCIL OF NEW YORK

*Your Life Matters*

352 Park Avenue South  
New York, NY 10010  
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The New York Affiliate  
of the National  
Council on  
Alcoholism  
and Drug  
Dependence



97-100100

DOCKET FILE COPY ORIGINAL

June 6, 1997

Commissioner Rachelle Chong  
Federal Communications Commission  
1919 M Street NW  
Washington, DC 20554

Dear Commissioner Chong,

I am writing in response to FCC Chairman Reed Hunt's proposal for a Notice of Inquiry to examine the Commission's role in addressing the issue of alcohol advertising.

As a member of the substance abuse field, I am constantly reminded that alcohol problems continue to plague our Nation's youth, a major constituent of the television and radio audience. Alcohol advertisements are appealing to children and youth and, since they are designed to sell the product, neglect to show some of the negative consequences of alcohol use including addiction, various health problems, domestic violence and death. These advertisements have a profound effect when it comes time for youth to make decisions concerning alcohol. I strongly believe that the Federal Communications Commission has a responsibility to thoroughly examine the impact of these ads and possible solutions to the problem and to make decisions which avoid putting our children at risk.

The National Council of Alcoholism and Drug Dependence has petitioned the FCC to require broadcasters to offer time for counter-ads. I urge you to support this petition, as well as Chairman Hunt's proposal, as you consider this important issue.

Thank you for your time and consideration.

Sincerely,

*Robert J. Campbell, MD*

Robert J. Campbell, MD

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JUN 20 '97

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97060402

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June 6, 1997

Commissioner Rachelle Chong  
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William D. Rader

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97-00408  
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June 6, 1997

Commissioner Rachelle Chong  
Federal Communications Commission  
1919 M Street NW  
Washington, DC 20554

Dear Commissioner Chong,

I am writing in response to FCC Chairman Reed Hunt's proposal for a Notice of Inquiry to examine the Commission's role in addressing the issue of alcohol advertising.

As a member of the substance abuse field, I am constantly reminded that alcohol problems continue to plague our Nation's youth, a major constituent of the television and radio audience. Alcohol advertisements are appealing to children and youth and, since they are designed to sell the product, neglect to show some of the negative consequences of alcohol use including addiction, various health problems, domestic violence and death. These advertisements have a profound effect when it comes time for youth to make decisions concerning alcohol. I strongly believe that the Federal Communications Commission has a responsibility to thoroughly examine the impact of these ads and possible solutions to the problem and to make decisions which avoid putting our children at risk.

The National Council of Alcoholism and Drug Dependence has petitioned the FCC to require broadcasters to offer time for counter-ads. I urge you to support this petition, as well as Chairman Hunt's proposal, as you consider this important issue.

Thank you for your time and consideration.

Sincerely,

*Stacia A. Murphy*

Stacia Murphy  
Executive Director

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97-60402

**Isabel Burk**

11 Adam Place, New City, New York 10956  
(914) 638-3569 fax: (914) 638-1928

June 12, 1997

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Ms. Rachelle Chong, Commissioner  
Federal Communications Commission  
1919 M Street, NW, Suite 222  
Washington DC 20554

Dear Commissioner Chong:

FEDERAL COMMUNICATIONS  
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OFFICE OF SECRETARY

JUN 20 '97

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I strongly urge you to support the petition requesting inquiry into broadcast of alcoholic beverage advertising.

As a parent, I am concerned about my children's health and welfare, and do not want them exposed to advertising of these products. As the government body with control over broadcasting, you are in the best position to institute a fact finding committee and to investigate the effects and implications of such advertising. Broadcast advertising of alcoholic beverages must be investigated now, by a fair and impartial body such as the FCC. The public depends on the FCC to guard the airwaves and make decisions concerning fair use. Please take this opportunity to continue your important work.

Sincerely,



Isabel Burk

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June 10, 1997

97-101

Commissioner Rachelle Chong  
Commissioner James Quello  
Federal Communications Commission  
1919 M Street NW  
Washington, DC 20554

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Dear Commissioner Chong:

Alcohol related problems continue to plague our nation's youth. I strongly urge you to support a Notice of Inquiry to examine the Commission's role in addressing the alcohol advertising issue.

The Federal Communication's responsibility is to give broadcasters a license to use the public airwaves and the broadcasters' responsibility is to serve the public interest. I am very concerned that the public interest is not being serviced by alcoholic beverage advertisements that are appealing to children.

The National Council on Alcoholism and Drug Dependence has petitioned the FCC to require broadcasters to offer time for counter-ads. I hope that you will support this petition, and the FCC's authority to implement it, as you consider this important issue.

Thank you for your time and consideration.

Sincerely,

*Bonnie Jenkins*  
1315 6th Ave  
New York, NY 10011-07753

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JUN 10 1997

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Commissioner Rachelle Chong  
Commissioner James Quello  
Federal Communications Commission  
1919 M Street NW  
Washington, DC 20554

Dear Commissioner Quello

Alcohol related problems continue to plague our nation's youth. I strongly urge you to support a Notice of Inquiry to examine the Commission's role in addressing the alcohol advertising issue.

The Federal Communication's responsibility is to give broadcasters a license to use the public airwaves and the broadcasters' responsibility is to serve the public interest. I am very concerned that the public interest is not being serviced by alcoholic beverage advertisements that are appealing to children.

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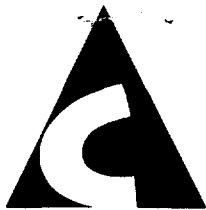
Thank you for your time and consideration.

Sincerely,

*Bonnie Jenkins*  
1315 6th Ave  
Hepburn, WY 82753

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97060398

**DOCKET FILE COPY ORIGINAL**

June 6, 1997

Commissioner Rachelle Chong  
Federal Communications Commission  
1919 M Street NW  
Washington, DC 20554

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Dear Commissioner Chong,

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The National Council of Alcoholism and Drug Dependence has petitioned the FCC to require broadcasters to offer time for counter-ads. I urge you to support this petition, as well as Chairman Hunt's proposal, as you consider this important issue.

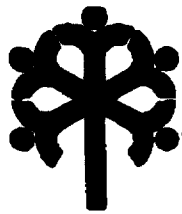
Thank you for your time and consideration.

Sincerely,

*Nancy Tartakoff, CSW*

Nancy Tartakoff, CSW  
Social Worker

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# Berrien County Health Department

June 18, 1997

Commissioner Rachelle Chong  
Federal Communications Commission  
1919 M Street NW  
Washington D.C. 20554

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JUN 20 1997

Federal Communications Commission  
Office of Secretary

Dear Commissioner Chong:

Alcohol related problems continue to plague our nation's youth. I strongly urge you to support a Notice of Inquiry to examine the Commission's role in addressing the alcohol advertising issue.

The Federal Communications Commission's responsibility is to give broadcasters a license to use the public airwaves and the broadcaster's responsibility is to serve the public interest. I am very concerned that the public interest is not being served by alcoholic beverage advertisements that are appealing to children.

A thorough examination by the FCC would gather evidence on the reach these ads have, explore the effects they have on children and examine solutions the problem. The FCC could then report to the President, Congress, parents, teachers, health professionals and others on the status of alcohol advertising

The National Council on Alcoholism and Drug Dependence has petitioned the FCC to require broadcasters to offer time for counter-ads. I hope you will support this petition, and the FCC's authority to implement it, as you consider this important issue.

Thank you for your time and consideration!

Sincerely,

Becky Weberg, Prevention Specialist  
Berrien County Health Department's  
Alcohol/Drug Abuse Program

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INVESTIGATIVE

PLEASE REPLY TO:



Benton Harbor Office  
769 Pipestone St., P.O. Box 706  
Benton Harbor, MI 49822  
926-7121  
Fax: 926-8129



St. Joseph Office  
4066 Red Arrow Hwy.  
St. Joseph, MI 49785  
428-5000



Niles Office  
South County Bldg.  
1205 N. Front Street  
Niles, MI 49120  
684-2800



Three Oaks Office  
21 North Elm  
Three Oaks, MI 49128  
756-2008



6747 Sherri St.  
Juneau, AK 99801  
June 11, 1997

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JUN 20 1997

Federal Communications Commission  
Office of Secretary

97-60397

Comissioner Rachelle Chong  
Federal Communications Commission  
1919 M Street NW  
Washington, DC 20554

Dear Ms. Chong:

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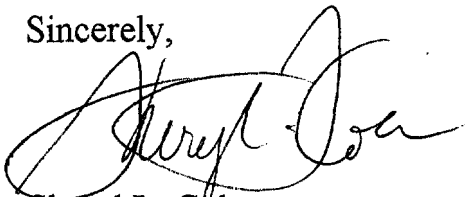
Many years ago when I was going to school, there was much discussion around THE REDS. These "Reds" used certain horrible techniques to bend people's will to a single opinion. These techniques were called "propaganda" and "brain washing," and we were taught to fear them.

I believe that THE REDS of our day are those who would subvert the will of our children for the single purpose of company profit. When only one voice is heard, when only one picture is shown, we have propaganda and brainwashing.

Pictures and voices on TV flood our children's consciousness with wonderous visions regarding beer drinking. These visions will now be augmented with the wonders of hard liquor. Shouldn't our children also hear about alcohol-related birth defects, alcohol-related car crashes, the damage alcohol can cause an individual and his or her family, and where a child can turn for help?

I hope you will support the National Council on Alcoholism's petition to your commission which would require broadcasters to offer time for counter-ads. I also fervently hope you will support Chairman Hunt's proposal to hold hearings on distilled spirits advertising.

Sincerely,



Sheryl L. Cole

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INVESTIGATION